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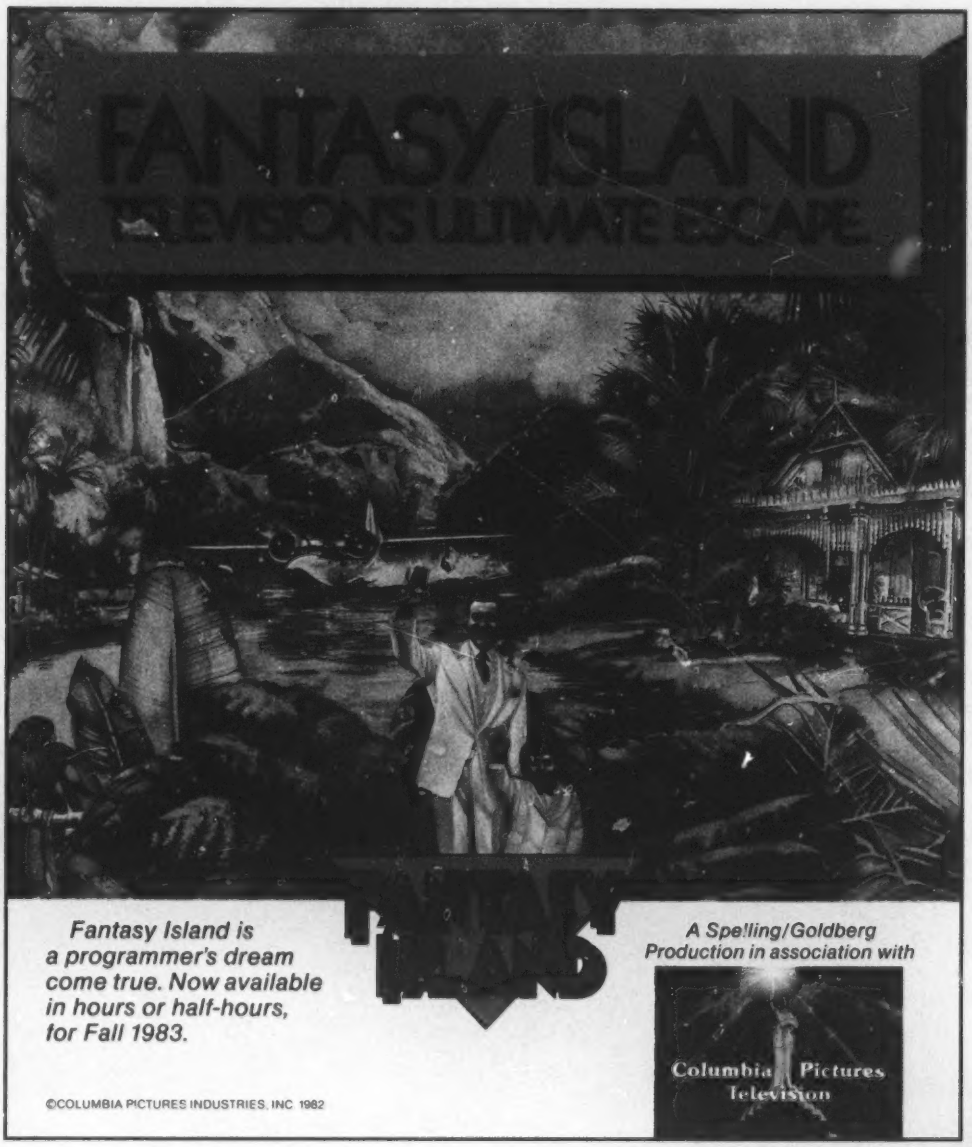
THE NEWSWEEKLY OF THE FIFTH ESTATE

Broadcasting Nov 8



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Broadcasting Nov 8

At Large: MacNeil and Lehrer on their news expansion □ At Large: Trig Myhren on ATC's corporate philosophy □ FCC clears more DBS applicants □ Election megacoverage

ELECTION DAY 1982 □ ABC-TV wins ratings Tuesday night, but number of critics assess CBS-TV and NBC-TV coverage as more interesting. Networks and local outlets find numbers and complexities of reporting returns mind-boggling, but they meet challenge. **PAGE 35.** Elections will alter composition of congressional committees affecting Fifth Estate; defeats of Senators Cannon and Schmitt among more notable results that could have bearing on communications field. **PAGE 37.** Where NAB and NCTA political action committees supported candidates to tune of $100,600. **PAGE 38.** Campaign '82 offers ample evidence that cable television and satellites are changing ways politicians must conduct campaigns. **PAGE 39.** In special post-election "Monday Memo," Carmine Cicchino of Ed Libov Associates explains broadcast strategy that was instrumental in election Tuesday of Mario Cuomo as governor of New York. **PAGE 30.**

NOW THERE ARE EIGHT □ FCC authorizes seven applicants to join Comsat's STC in building DBS systems. **PAGE 40.**

NAB EXPANDS LOBBYIST RANKS □ Government relations department to get three new people and will increase concentration on grass-root and political action committee activities. **PAGE 41.**

NO NEWS IS STILL BAD NEWS □ Pro football goes through another week of strike with lots of talk but no action as broadcasters and public chafe. **PAGE 42.**

THE ABC'S OF ATC □ Trygve Myhren, chairman and CEO, explains how that company grew to be nation's largest MSO, how it plans to use cluster approach to stay biggest, and how ATC has sketched its place in telecommunications universe. **PAGE 48.**

SMPTE TIME □ Marriage of television and film technologies will be among many topics at New York conference. **PAGE 65.**

CABLE PROGRAMING IN SPOTLIGHT □ More than 2,000 registered for NCTA's conference that starts Saturday in Los Angeles. Buyers and sellers expected to jam marketplace. Four days to also include panels offering input from experts in field. **PAGE 74.**

AFTER THE BALL GAME IS OVER □ CBS waltzes back to top of prime time ratings in first week after World Series. **PAGE 76.**

MacNEIL/LEHRER'S DARE □ They'll be asking public broadcasting community at this week's program fair to clear expanded version of their nightly half-hour news-analysis program. In "At Large" interview, they tell why they believe their gamble with already successful series will produce even bigger winner. **PAGE 85.**

SONY'S DEFENSE □ VTR distributor argues in Supreme Court that public has First Amendment right to tape in privacy of home. **PAGE 89.**

TV DEREG ON TAP □ FCC's Fowler says item will be on commission calendar this year. **PAGE 90.**

TRIMMING ADVERTISING'S SAILS □ As ANA chairman, Thomas Ryan has been helping colleagues adjust to changes in industry. He offers expertise gained from 22 years with major agencies and 14 years at Gillette North America. **PAGE 117.**

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Where there once was one, now there are many

The FCC authorizes seven applicants to join Comsat's STC in building DBS systems

Firing off the starting gun on what could prove to be the most expensive marketplace competition in broadcast history, the FCC last week voted 5-1 (with Commissioner Anne Jones dissenting and Commissioner Henry Rivera absent) to issue construction permits to seven more direct broadcast satellite applicants.

The commission's action means that there is now a total of eight corporations with such authority. Satellite Television Corp., a wholly owned subsidiary of Comsat Corp., was given a slight head start in the race for financing—and ultimately, perhaps, for DBS customers as well—when the commission granted it a construction permit in September (BROADCASTING, Sept. 27).

Authorized to try to whittle away at that lead were CBS, Direct Broadcast Satellite Co., Graphic Scanning Corp., RCA Americom, United States Satellite Broadcasting Co. Inc. (Hubbard Broadcasting Inc.), Video Satellite Systems Inc., and Western Union Telegraph Co.

The question now is which of those companies will make the commitment to pursue plans for systems that could cost hundreds of millions of dollars.

Like the STC grant, none of the others includes launch or operational authority, nor do they include frequency assignments or orbital positions. According to the commission, those matters won't be addressed until after orbital slots and frequency allocations are divvied up at the Regional Administrative Radio Conference for DBS next June.

The only applicant addressed that didn't make the cut was Focus Broadcast Satellite Co. Focus had requested approval to launch a DBS-like service on the Advanced Westar satellite system. It eventually proposed to transfer its service onto a system authorized for DBS use. But the commission dismissed its application as "unnecessary" because Focus only proposed to distribute its programing using the satellite capacity of other domestic satellite or DBS licensees.

Two of the construction permits were issued with extra strings attached. CBS was authorized to begin construction of the first phase of its proposal to offer high-definition television programing to terrestrial affiliates and directly to homes, but on the condition that it submit cost projections for its plans.

The commission also granted Graphic Scanning authority to start construction on the first phase of its proposal to offer a subscription DBS service, but noted that grant would be conditioned on the out-

What their plans are. *CBS:* The initial phase of CBS's proposal consists of one satellite and one in-orbit spare to serve the Eastern time zone with three channels. The first channel would be used to provide advertiser-supported high-definition television programing to affiliated stations for terrestrial retransmission, and directly to homes outside the service areas of the affiliates. The second HDTV channel would distribute pay programing to cable systems and homes, and the third channel would offer other subscriber-supported services, including satellite-to-theater distribution and closed circuit transmissions for business and other uses. Its fully operational national system would consist of four satellites, one serving each time zone and one spare. (CBS didn't include cost information in its application.)

■ *DBSC:* DBSC's proposal calls for three satellites (and one in-orbit spare) serving the continental United States with six primary television channels for three service areas. The system also would provide movable spot coverage to two smaller areas within each service zone, with up to four additional TV channels provided by each spot beam. Its satellite capacity would be leased on a common carrier basis.

■ *Graphic Scanning:* The initial phase of Graphic Scanning's proposal calls for one satellite serving the western half of the nation with two channels of subscription TV and such auxiliary services as teletext. The full system would include another satellite to serve the eastern half of the country and an in-orbit spare.

■ *RCA Americom:* RCA's initial system would comprise one satellite serving the Eastern time zone (with six channels) and an in-orbit and on-ground spare. Its full system would consist of four operational satellites capable of serving all 50 states. RCA plans to lease most of its transponders, but not on a common carrier basis. It also asked permission to retain one or more channels for its own use.

■ *STC:* STC's initial system would consist of one satellite (and one in-orbit spare) serving the Eastern time zone with three channels of subscription television. When it's fully operational, the system will consist of four satellites serving the entire nation.

■ *USSB (Hubbard):* USSB system would consist of two satellites (and one in-orbit spare) serving the country with three channels. USSB proposes to distribute advertiser-supported programing to independent broadcasters, who would own a chunk of the system, and directly to homes that are unserved or underserved by local broadcasting. The first channel would consist of general, advertiser-supported programing, produced by USSB and its member stations. The second channel would be a 24-hour news and information service, and the third channel would carry public affairs programing.

■ *VSS:* In its initial phase, VSS proposes two satellites to provide one channel of programing to the continental U.S. VSS's programing would be advertiser-supported and would be distributed to terrestrial broadcasters and individual homes. It proposes to carry the programing of Dominion Satellite Network Inc., an affiliate based in Naples, Fla. When fully operational, the system will consist of four satellites (and one on-ground spare) offering two channels.

■ *Western Union:* WU has proposed an initial system that would consist of two satellites with two channels to serve the entire nation. When fully implemented, its system would consist of four satellites, providing four channels of national service. Western Union plans to lease its channels, but has asked that it not be forced to offer those channels on a common carrier basis, but that it be permitted to pick and choose users.

	Interim System				Fully Implemented System			
	Number of satellites (spares)	Coverage	Channels	Cost (in millions of dollars)	Number of satellites (spares)	Coverage	Channels	Cost (in millions of dollars)
CBS	1(1)	Eastern zone	3	NA	4(2)	Nation	3	NA
DBSC	3(1)	Nation	6	614	3(1)	Nation	6	614
Graphic Scanning	1(0)	Western half	2	136[1]	2(1)	Nation	2	500
RCA	1(2)	Eastern zone	6	400	4(2)	Nation	6	760
STC	1(1)	Eastern zone	3	393[2]	4(2)	Nation	3	NA
USSB	2(1)	Nation	3	300-400	2(1)	Nation	3	300-400
VSS	2(1)	Nation	1	228	4(1)	Nation	2	450
Western Union	2(0)	Nation	2	162	4(2)	Nation	4	450

[1] Includes $28 million in first-year operating costs.
[2] Includes $93 million in administrative startup costs and working capital.

come of a pending proceeding that could raise questions about Graphic Scanning's character qualifications. Contending that a "substantial question" had been raised as to whether Graphic Scanning was the real party of interest behind four applicants for radio-paging licenses, the FCC designated those companies' applications for hearing to determine whether they had misrepresented their relationships to the commission (BROADCASTING, Aug. 30).

The commission granted Western Union a construction permit for the first phase of its proposal to provide one channel as a quasi-common carrier to each of the four time zones using two satellites. Nonetheless, it deferred action on Western Union's proposal that its existing authority for the Advanced Westar system be modified to let it offer a DBS-like service before it puts its DBS system into place. The commission said, however, that it would consider that request from Western Union as a separate application.

Commissioner Anne Jones dissented—just as she dissented from the order granting STC's application—reiterating that she didn't think the commission should "give all this spectrum" to DBS, especially since it meant displacing current users of the 12 ghz band.

At Commissioner Stephen Sharp's suggestion, the commission agreed not to worry about how DBS applicants chose to classify themselves—that is, as broadcasters, common carriers, or something else—until later on.

The National Association of Broadcasters, which already has appealed the FCC's order authorizing DBS—and the order granting STC a construction permit—said it wouldn't appeal last week's grants. An NAB attorney said that the association thought the appeals it has already filed adequately covered the issues in dispute. □

NAB to swell ranks of lobbyists

Government relations department will get three new people with greater concentration on grass-roots and political action committee activities

The National Association of Broadcasters' executive committee approved a plan last week to beef up the association's government relations department.

NAB president Edward Fritts announced that the department would add three new lobbyists in addition to filling the three spots now vacant in the department. Fritts noted that the NAB's big push in the government relations department is "a continuation of our efforts to maintain the finest lobbying organization in the country."

Fritts explained that the association foresaw the need for expanding the department and that one position would be devoted solely to monitoring the FCC and State Department. One support staff position will also be added. Fritts noted that the association wants to "broaden its emphasis" overall on government relations.

He said that NAB's vice president of government relations, Steve Stockmeyer, would begin immediately to fill those positions. Although no deadlines have been set, Fritts said the association would concentrate its efforts on getting the department expansion completed.

Stockmeyer said the department will be restructured but that the specifics are not ready. However, he said the department will concentrate more heavily on its grass-roots lobbying efforts and on the association's political action committee activities.

Carol Randles, currently an NAB senior lobbyist, has been named vice president of government liaison, succeeding James Popham, who left the NAB in August to join a New Orleans law firm.

The expansion of the government relations department was recommended in the association's Futures Report and Fritts has begun working with the staff to implement other recommendations. He also announced that the association has hired a consultant to coordinate the NAB's activities in international communications, M. William Haratunian, a retired Voice Of America employe. He is currently associate publisher of the *Chronicle of International Communications*, a monthly journal published in Washington. He will be retained for six months.

In other executive committee action, it agreed to recommend to the full board that the NAB allocate substantial funds to continue engineering studies now under way on interference to television stations on channel 6 caused by noncommercial FM stations.

The committee had voted at its last meeting to allocate $25,000 for the study, but it needs board approval to grant more funds.

NAB joint board chairman, William Stakelin, executive vice president of Bluegrass Broadcasting, Lexington, Ky., stressed the importance of the study. He noted that the FCC has not "adequately" examined the issue, and that the association is asking the FCC to extend its deadline for comments on the matter. "This is just too serious to the viewing public and affected television facilities to be treated in a pell-mell manner. NAB is urging a full examination and is willing to allocate substantial resources to achieve that end," he said.

In addition, the NAB has hired another consultant to conduct the channel 6 interference studies—Larry Middlekamp, a former member of the NAB engineering staff.

The executive committee also reiterated its strong concerns about Cuban interference. The committee endorsed the Radio Marti authorization bill now pending in the Senate, which includes a provision providing compensation to broadcasters affected by Cuban interference.

Stakelin noted that "in light of the increasingly clear connection between Radio Marti and Cuban interference, it is appropriate to guarantee some measure of relief to broadcasters who, in an attempt to maintain service to their listeners, must bear substantial expense."

The committee also announced that a comprehensive study of TV trends is now under way. According to Larry Patrick, senior vice president, research, it is the "single biggest study," now being conducted by the NAB.

Patrick said the 10-month study will examine public attitudes toward TV. He said that three research firms have been hired: McHugh-Hoffman, Fairfax, Va.; KPR Associates, Scottsdale, Ariz., and Peter Hart, Washington.

The results of the study will be the central focus of the TV side of the NAB's annual convention next year. The public, he added, will be asked a number of questions including how it feels about violence on TV, what it dislikes and likes and what kind of pay services it may use. □

Triumvirate. Meeting to increase the lobbyists ranks were NAB vice president and general manager John Summers, Stakelin and Fritts.

after) to Norman Livingston and others (none before; 52% after). Principals: in 1980 Turners acquired 52% of licensee. In 1981 they pledged interest when they borrowed $25,000 from Norman Livingston and others. Turners never made payment of note and under Ohio law stock is forfeited to transferees. Transferees include Norman Livingston, Artie Sheetz, Timothy Livingston and Velma Livingston. Norman Livingston is station manager of WECX. Filed Oct. 18.

■ WBRX(AM) Berwick, Pa. (1280 khz, 1 kw-D)—Seeks assignment of license from Berwick Broadcasting Corp. to Neyhard Broadcasting Corp. for $115,000. Seller has no other broadcast interests. Buyer: Robert and Richard Neyhard, (50% each), who currently are employed at WBRX Filed Oct. 21.

■ WQII(AM)-WZNT(FM) San Juan, P.R. (AM: 1140 khz, 10 kw-U; FM: 93.7 mhz, 50 kw)—Seeks transfer of control of Pueblo Communications Inc. from Pubelo International Inc. (100% beforel none after) to Huella Broadcasting Corp. (none before; 100% after). Consideration: $850,000 (BROADCASTING, Nov. 1). Principals: Seller is publicy traded San Juan-based corporation that has no other broadcast interests. Harold Toppel is chairman. Manuel I. Vallecillo is president. Buyer is owned equally by Francisco M. Vazquez Santoni, Luis E. Dubon, Jr., Manuel H. Duban, Carlos A. Vazquez Santoni and Argentoni Alejandro Saul Romay. Filed Oct. 15.

■ WAIM-TV Anderson, S.C. (ch. 40, 135 kw vis., 26.9 kw aur.; HAAT: 380 ft.)—Seeks assignment of license from New South Television Corp. to Mark III Broadcasting Inc. for $200,000. Seller: Frank L. Outlaw (75%) and Robert B. Nations (25%), who also own colocated WAIM-AM-FM. WAIM-TV has been dark since May 1979, when equipment failures knocked station off air. Buyer: Anthony C. Kupris, president (83%) and family. Kupis owns WMBB(TV) Panama City and is permittee of new LPTV at Tallahassee, Fla. He also is limited partner for new TV at Little Rock, Ark. Filed Oct. 22.

■ WSSC(AM) Sumter, S.C. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Mid-Carolina Communications Inc. from stockholders (100% before; none after) to Airwaves Inc. (none before; 100% after). Consideration: $338,332. Principals: Seller is owned by Thomas J. Rogers, Katherine Damron and James V. Dunbar Jr. (one-third each) Rogers also owns WTGR(AM)-WKZQ(FM) Myrtle Beach, S.C. Buyer is owned by Charles A. Barton and John H. Midlem Jr. (50% each). Barton owns 30% of WEZL(FM) Charleston, S.C. Midlen owns 23.75% of cable system serving Palacios, Tex., and also has interests in cable system serving Coldwater and Sturgis, both Michigan. Filed Oct. 20.

■ KTEK(AM) Alvin, Tex. (1110 khz, 500 kw-D)—Seeks transfer of control of Brazoria Broadcasting Inc. from Martin S. Botter to Doris M. Botter. Principals: Transaction is only redistribution of ownership among existing stockholders. Filed Oct. 22.

■ WUEZ(AM) Salem, Va. (1480 khz, 5 kw-D)—Seeks assignment of license from Blue Ribbon Broadcasting Inc. to George H. Buck Jr. for $260,000. Seller: W. C. Triplett and Lester L. Williams (50% each), who have no other broadcast interests. Buyer: Buck owns WCOS-AM-FM Columbia, S.C.; WPCT(FM) Lobelville, Tenn.; WHVN(AM) Charlotte, N.C.; WCLS(AM) Columbus, Ga.; WMGY(AM) Montgomery, Ala.; WYZE(AM) Atlanta, Ga. Filed Oct. 22.

■ KSPL(AM) [formerly KAYO] Seattle, Wash. (1150 khz, 5 kw-U)—Seeks assignment of license from Obie Broadcasting Corp. to KSPL Associates for $1,909,-284. Seller: Subsidiary of Obie Communications Corp., which is owned by Brian B. Obie (56.7%), Al Emrick Jr. (16%), Dolores Mord (11.9%) and James Torrey (9%). They own KUGN-AM-FM Eugene, Ore., and 90% of KMVI(AM) Wailuku, Maui, Hawaii. They bought KSPL(AM) in 1980 for $2.6 million and seek waiver of three-year rule on financial distress grounds. Buyer: Simpson Investments (46.1538%); Edward W. Christiansen, Charles Gray and Arthur Greenfield (15.3846% each) and Henry Sykes and Ronald Fejfar (3.8462%each). Simpson Investments is owned by William Simpson Jr. and family. Simpson, Christiansen, Greenfield and Gray each own 16.67% of KENI(AM) Anchorage, Alaska. Gray owns 45% and Christiansen owns 25% of KINY-AM-TV Juneau, Alaska. KINY-TV has been sold, subject to FCC approval, for $275,000 (BROADCASTING, Oct. 25). Filed Oct. 25.

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In contest

FCC actions

■ The Engineer-in-Chief of FCC San Diego filed office on Oct. 15 ordered Times Mirror Cable Television, serving Escondido, Calif., to cease its use of channel F as result of harmful interference to communications of California Department of Forestry.

■ FCC affirmed its March 11 action eliminating annual financial report (from 324) previously required of all commercial broadcasters. Action Oct. 28.

■ While official, final action has not been taken in Carlisle, Pa., AM case, FCC has instructed its staff to prepare for its further consideration order finding WIOO Inc., basically qualified to remain licensee, and remand proceeding to Review Board for consideration of comparative aspects of case. Action Oct. 28.

Call letters

Applications

Call	Sought by
	New FM
KLUK	Warrensburg Broadcasters Inc., Knob Noster, Mo.
	Existing AM's
WLFW	WWLF Saint Petersburg, Fla.
WMRE	WITS Boston
WRNC	WXXQ Reidesville, N.C.
WHBT	WDHB Harriman, Tenn.
	Existing FM's
KYZT	KSAA Casa Grande, Ariz.
WPKS	WUSL Philadelphia
WLCY	WNFM Dayton, Tenn.
	Existing TV's
WFTB	WFLA-TV Tampa, Fla.
WINT-TV	WCPT-TV Crossville, Tenn.

Grants

Call	Assigned to
	New AM's
KKMC	Gonzales Broadcasters, Gonzales, Calif.
WUCO	Mid America Broadcasting Co., Marysville, Ohio
	New FM
KBYO	SCO-KIM Inc., Tallulah, La.
	Existing AM's
WEUS	WLCO Eustis, Fla.
KKCI	KLDY Liberty, Mo.
KLNX	KLUF Lufkin, Tex.
	Existing Fm's
KSDO-FM	KEZL San Diego
KMGX	KIOY Hanford, Calif.
KSEC	KLMR-FM Lamar, Colo.
WSVE	WKUE Green Cove Springs, Fla.
KIPO-FM	KPOY Lihue, Hawaii
WFPS	WACI Freeport, Ill.
KKCI-FM	KKCI Liberty, Mo.
KNYN	KSNM Santa Fe, N.M.
WZOZ	WIEZ Oneonta, N.Y.
	Existing TV's
WZDQ	WIRJ-FM Humboldt, Tenn.
WMKW-TV	WBAH Memphis, Tenn.

Summary of broadcasting

FCC tabulations as of Aug. 31, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	138	4,806
Commercial FM	3,379	1	0	3,380	316	3,696
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	538	9,698
Commercial TV						
VHF	525	1	0	526	12	538
UHF	271	0	0	271	137	408
Educational TV						
VHF	103	1	3	107	9	116
UHF	163	0	0	163	15	178
Total TV	1,062	2	3	1,067	173	1,240
FM Translators	492	0	0	492	268	760
TV Translators						
VHF	2,750	0	0	2,750	269	3,019
UHF	1,842	0	0	1,842	403	2,045
Low power						
VHF	97	0	0	97	141	238
UHF	4	0	0	4	75	79

*Special temporary authorization

**Includes off-air licenses